Graphic Design Program Standards

Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work

As in Professional Practice, NO late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. Exceptions to this policy for family tragedy or medical emergency are decided by the instructor on a case-by-case basis. Late submissions or deadline extensions will typically carry a grade deduction. No incompletes will be given for this course.

Project Resubmission

The syllabus will outline the resubmission opportunities for this specific course.

Plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Studio Work Time

We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.

Attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

College of Liberal Arts Standards

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. NOVEMBER 8 is the last day to drop a class with an automatic grade of “W” this term.

The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with
a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete
details, including the responsibilities of the parties involved in the process and the number of days allowed
for completing the steps in the process, see University Procedure 13.02.99.C2.03, *Student Grade
Appeals*. These documents are accessible online at:
http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s
office in the college in which the course is taught. For complete details on the process of submitting a
formal grade appeal in CLA, please visit the College of Liberal Arts website,
http://cla.tamucc.edu/about/student-resources.html.
Course Description
This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. Focusing on three-dimensional packaging students will learn how design applies to various surfaces, products and audiences.

Course Objectives & Purpose
• The student will create effective thumbnail sketches, roughs, computer comps, and final mock-ups that realize the potential of the design concept.
• The student will illustrate the effectiveness of packaging and display design through increased awareness of marketing design strategies by critically thinking about human interaction with packages.
• The student will demonstrate the ability to use typography and imagery to create compelling packages and displays that communicate effectively and persuade the target audience.
• The student will diagnose the relevance of packaging to visual communication and solve business problems with creative and innovative three-dimensional design solutions that are appropriate and powerful.

Course Pre-Requisites
Prerequisites: GRDS 1301, 1302, 2301

Required Texts
Package Design Workbook: The Art and Science of Successful Packaging
by Steven DuPuis, John Silva

Suggested Texts
Designing Sustainable Packaging by Scott Boylston

Required Materials
• Portable media: Jump drive/USB drive. (At least 1 GB)
• Dropbox account (Back up your files to cloud storage, always!)
• Personal Adobe CC subscription recommended, not required.

About Course Projects
The majority of the course grade points will be will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation;
2) your creative process;
3) the final artifact.

Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation. Final grade evaluation for creative projects will be determined by the Professor or instructor using the project’s outlined grading rubric.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to
projects in addition to their own, hearing multiple perspectives during criticism and participating in the
critical analysis of peer work. During discussions of their work iterations, the student is expected to
request relevant feedback and consider the comments of the classmates and the instructor to ensure
their work is appropriate and successful.

Packaging Resubmission Policy

Project One :: Milk & Soup (15 pts) OR
Both Tech Pack Mechanicals (10 pts)
may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals
week). Resubmitted projects must show evidence of improvement. The new grade(s) will replace the old
grade(s). In the unlikely event that the new grade is lower than the old one, the higher of the two grades
will be counted. Original project submissions must be included with new project submissions. The new
grade(s) can elevate the student’s final grade a maximum of one complete letter grade
higher. Arrangements for resubmission must be made with the instructor in advance of submission.
Packaging Graded Activity

Grading Point Scale
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Graded Activity
- Outlined projects will total 65 points of your final grade.
- Outlined assignments will total 30 points of your final grade.
- Outlined quizzes will total 5 points of your final grade.

Projects
There will be 2 major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project.

Project One :: Milk & Soup (15 pts)
Students will be asked to design panels on a provided dielines for 2 small products. The students will construct and present their rapid prototypes in class.

Project Two :: Original Pkg System (50 pts)

Project Two Research (10 pts)
Individual Persona: Used prominently in the design industry, personas allow designers to create a report that outlines a member of a larger group. By creating this document, we are able to remain aware of our target audience and their specific needs.

Brand Design Persona: Based on the same model specifying your target audience, this persona will help you give your design a specific personality. We will be discussing how emotion plays a pivotal role in the success of design.

Project Two Process Book (5 pts)
For your second project, you will be asked to maintain an up-to-date process book containing all research, sketches, patterns, prototypes, process photographs, articles, color studies, mood boards, etc. Your process book should be well organized in a 1 to 1.5-inch black binder with plastic sleeves and dividers.

Project Two Final Artifacts and Pitch (35 pts)
The final project of the semester will require students to create an original packaging series. The student is responsible for researching, creating prototypes, designing, photographing or mock-up and defending their new packaging solution.

Assignments
Small assignments will be given between projects or in-class.

Good/Bad Packaging (5 pts)
Students will be asked to compile examples of what they feel are good (3) and bad (3) packaging designs. Each image must be accompanied by a paragraph describing why they feel the packaging is either good or bad using appropriate design language and terminology.

Ball Pkg Mechanical (5 pts)
Students will scale a mechanical file and apply design.
Tech Pack Mechanical (5 pts)
Students will modify a provided technical file.

Tech Pack 2 Mechanical (5 pts)
Students will create a technical file to industry standards.

Label Design (10 pts)
Research consumer products or goods online or in-store and choose any 3 product labels that you feel need a design overhaul. Using Adobe Creative Suite, improve the front-facing or main area of the product label only with an elevated, more appropriate design. Present each design flat and mocked.

Quizzes
To access knowledge of assigned reading and lecture topics, quizzes will be administered throughout the semester.

Assigned Reading (5 pts)
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1  AUG 27/29 :: Introduction, Syllabus, Course Overview.
Tuesday
  Introduction, Syllabus, Course Overview, Required Materials
  Discussion :: Dust of Your Design Basics
  Exercise :: Packaging 3D to flat
Homework
  Purchase Books
  Bring 1 Good & 1 Bad Package example to next class
Thursday
  Lecture :: What is Packaging?
  DUE :: Review Good/Bad “Show & Tell” Your Examples
  Exercise :: Packaging 3D to flat
Homework
  Read Online :: Five Things Product Packaging
  Read Online :: So, you want to be a Pkg Designer?
  Post Top 3 Takeaways on Discussion Forum

WEEK 2  SEPT 3/5
Tuesday
  Lecture :: Three-Dimensional Design
  DUE :: Top 3 Takeaways Discussion Post
  Assignment :: Good/Bad Packaging Case Studies
Homework
  Readings :: pp. 22, 65-75
  Readings :: pp. 104-119

Thursday
  DUE/Discuss :: Good/Bad Packaging Case Studies
  Lecture :: Types of packaging
Homework
  Reading Online :: Design Tuts: How to Get Started With Product Packaging Design
  Readings :: pp. 136-145, 98-101

WEEK 3  SEPT 10/12
Tuesday
  Lecture :: Reading Dielines
  Exercise :: Nike Pkg Dielines & Prototyping
  Assignment :: Ball Pkg Mechanical
Homework
  Ball Pkg Mechanical

Thursday
  Workday :: Ball Pkg Mechanical

Homework
  Ball Pkg Mechanical

WEEK 4  SEPT 17/19
Tuesday
DUE/Critique :: Ball Pkg Mechanical/Upload editable PDF
Lecture :: Tech Packs and Factory Mechanicals
Assignment :: Tech Pack 1

Homework
Online Reading :: What is a Tech Pack?
Assignment :: Tech Pack 1

Thursday
Work Day :: Tech Pack 1
Assignment :: Tech Pack 2
Homework
Tech Packs 1 & 2

WEEK 5  SEPT 24/26

Tuesday
Work Day :: Tech Packs 1 & 2
Homework
Tech Packs 1 & 2

Thursday
DUE/Critique :: Tech Packs 1 & 2
Assignment :: Project One (Milk & Soup)
Homework
Readings :: pp. 76-104
Readings :: pp.124-136
Planning for Project One

WEEK 6  OCT 1/3

Tuesday
Discussion :: Project One (Milk & Soup)
Exercise :: Milk Carton Prototyping
Homework
Online Reading :: Working With Limitations (in assignment folder)

Thursday
Lecture :: What’s in a Name? Word Mapping
Work Day :: Project One (Milk & Soup)
Homework
Readings :: pp. 76-104
Project One (Milk & Soup)

WEEK 7  OCT 8/10

Tuesday
Check in :: Class Critique Project One
Homework
Project One (Milk & Soup)

Thursday
Demo :: Photographing Packaging
Workday :: Project One
Homework
Finalize Project One (Milk & Soup)
WEEK 8 OCT 15/17

Tuesday

DUE/Critique :: Project One (Milk & Soup)

Thursday

Lecture :: Brand Systems
Lecture :: Designing for various elements
Assignment :: Project Two (Original Pkg Series)
Discussion :: Product Names

Homework
Field Research, Get Inspired! :: Tuesday Morning, TJ Maxx, Big Box Stores
Project Two :: Mind Mapping/Name development
Reading :: pp. 44-51, Read again 80-93

WEEK 9 OCT 24/26

Tuesday

Discussion :: Creative Briefs
Discussion :: Developing Personas
Discussion :: Keeping track of your process
Working Week :: Research Phase

Homework
Project Two Research

Thursday

Working Week :: Research Phase
Personas/Brand Development
Creative Briefs

Homework
Skillshare Tutorial :: Sketching
Readings :: Skim Case Studies pp. 146-235
Reading QUIZ, Week 11

WEEK 10 OCT 29/31

Tuesday

DUE :: Personas/Creative Briefs
Lecture :: Moodboards
Discussion :: Paper in Packaging
Discussion :: Templates, Dielines, Folds

Homework
Moodboards
Source Paper & Materials for inspiration

Thursday

Check-In :: Moodboard, Briefs, Planning
Discussion/Review :: Student Design Ideas/Briefs

Homework
Preparing for WIP Critique :: Project Two
Reading QUIZ, Next Week
WEEK 11 NOV 5/7

Tuesday
Assignment :: Label Redesigns
Working Day :: Prepare for WIP Critique :: Project Two (Final inventory, sketches of structures)
QUIZ :: Assigned Reading

Homework
Prepare for WIP Critique Discussion Post

Thursday
DUE :: Discussion Post WIP Critique :: Project Two (Moodboard, Final Inventory, Structure Sketches)

Homework
Labels Redesigns
Project Two Creating Working Design Dummies

WEEK 12 NOV 12/14

Tuesday/Thursday
Discussion :: Point of Purchase (POP)
Working Day :: Project Two & Label Redesigns

Homework
Project Two :: Finalize Flat File Designs
Work on assigned projects

Thursday
Discussion :: Presenting Final Packages / The Pitch
Working Day :: Project Two & Label Redesigns

WEEK 13 NOV 19/21

Tuesday
Small Group/Class Critiques Project Two

Homework
Project Two :: Finalize Flat File Designs
Work on assigned projects

Thursday
DUE/Critique :: Label Redesigns
Working Day :: Project Two Prototyping

WEEK 14 NOV 26/28 (No Class. Happy Thanksgiving)

Homework
Project Two :: Pkg prototypes & photography
Project Two :: Start to compile pitch decks
Project Two :: Process Books DUE after break

WEEK 15 DEC 3

Tuesday
Individual Critiques with Professor :: Project Two
DUE :: Hand in Process Books
Final Working Days/Prototyping & Pitch Compilations
Review Pitch Deck with Professor

Homework
Finalize Project Two for FINAL

FINAL

Pitch Decks Due Prior to Final (submit online)
Presentation of Project Two to Panel of Professionals